

2024 THE AUTO SHOW

January 19 to 28 — Palais des congrès de Montréal



Take part in the most anticipated automotive event in Québec! Each year approximately 200 000 people visit the Auto Show. It is the best place to promote your products and to get customer feedback.

Exhibit at the Montreal International Auto Show and target the best customers in town!*

70% of all visitors are men

80% come from the Greater Montréal Area

52% are between 25 and 54 years of age

51% have an annual income of 60K or more

The stats speak for themselves: 92% of the visitors enjoyed their experience at the Auto Show! Don't miss on a chance to speak directly with tens of thousands of car enthusiasts who are eager to discover new models and services.

To make your reservation contact Sonia Perez-Quintanilla, Project Manager at 514 256-7171 or by email at s.quintanilla@ccam.qc.ca

*Survey conducted in January 2020 by Léger Marketing

EXHIBIT SPACE RESERVATION



THE AUTO SHOW 2024

January 19 to 28

Palais des congrès de Montréal

1

We, the undersigned, hereby apply for an exhibit space at the 2024 Montreal International Auto Show. It is understood that our application is subject to approval of the Montreal International Auto Show's Board of Directors.

Company: _____ Legal name (for contract): _____

Web site: _____

Signing officer: _____ Email: _____

Address: _____ City: _____

Province: _____ Postal Code: _____ Telephone: _____ Ext: _____

Sector of activity / products: _____

Name of the person in charge for the stand at the show: _____ Email: _____

***This person will be in charge of Accreditations and several orders**

1. Amount of exhibit space required: _____ (minimum of 200 sq.ft. is mandatory)

2. We wish to occupy the same exhibit space as in 2023: YES NO

3. We will exhibit a vehicle in our booth (300 sq.ft. per vehicle required): YES NO

4. Select your choice of location: **LEVEL 2, LEVEL 5 or LEVEL 7:** #1 : _____ #2 : _____ #3 : _____

5. Please describe the products and services you wish to exhibit.

**All products not identified may be withdrawn from your stand.*

6. We will organize a presentation or a contest in our booth: YES NO

If yes, please specify:

Important information

- We understand that exhibit locations are assigned on a "first come, first served" basis;
- An adjustment may be necessary to provide maximum use of exhibit space;
- No applications will be accepted without the required deposit (see next page);
- Once the application form is approved and the exhibit space allocated, the deposit becomes non-refundable;
- Terms of payments vary depending on the date of your reservation (see next page);
- Only the product(s) and service(s) described in point 5 above can be exhibited;

Signature _____ Date (MM/DD/YYYY) _____ / _____ / _____

EXHIBIT SPACE RESERVATION



THE AUTO SHOW 2024

January 19 to 28

Palais des congrès de Montréal

2

BOOK EARLY AND SAVE MONEY!

(space is limited)

Your exhibit space location includes:

- 10 exhibitor badges
- On site storage
- Nightly carpet vacuuming
- Inscription on the Auto Show guide and Web Site

Rates	Until October 23 th	Between October 24 th and November 18 th	After November 18 th
From 200 sq. ft. to 599 sq. ft.	\$23 per sq. ft.	\$26 per sq. ft.	\$30 per sq. ft.
From 600 sq. ft. and more	\$20 per sq. ft.	\$23 per sq. ft.	\$26 per sq. ft.
Additional cost for exhibit space with 2 open sides (corner)	+ 15%	+ 15%	+ 15%
Mandatory deposit	25%	50%	100%
Benefit this rate if you complete your payment prior to:	November 26 th	December 1 st	

CALCULATION CHART (to be completed by the Exhibitor)

$\frac{\text{sq. ft.}}{\text{Square footage}} \times \$ \frac{\text{}}{\text{\$/ sq. ft.}} = \$ \text{ } + \frac{\text{\% (\$)}}{\text{+ 15\%, if 2 open sides}} = \text{Sub-total}$	Sub-total _____ + 5% GST _____ + 9,975% QST _____ TOTAL _____
TOTAL \$ _____ × (mandatory deposit) _____ % = (Deposit amount) \$ _____	

Following the approval of this request, the deposit becomes non-refundable

Credit card : **VISA** **mastercard**

Card N° : _____ - _____ - _____ - _____ Expiry date (MM/YY) _____ / _____

Card owner: _____ Owner signature: _____

SIGNATURE _____ DATE (MM/DD/YYYY) _____ / _____ / _____

Please make your cheque payable to the: Montréal International Auto Show Ltd.

Return your completed form by email to:

Sonia Perez-Quintanilla, Project Manager at s.quintanilla@ccam.qc.caqc.ca.

EXHIBIT SPACE RESERVATION



3

Please read these important regulations if you wish to participate in the Montreal International Auto Show (MIAS). Please note that you will find these rules in the Space Rental Contract and the Exhibitor's manual.

1. The exhibitor shall subscribe for and maintain in good standing, at its sole cost, at all times from the date the exhibitor gains access to the space for the purpose of mounting the exhibit to the final occupation date, civil and public liability insurance (comprehensive coverage), in an amount not to be less than TWO MILLIONS DOLLARS (\$ 2,000,000.00), as well as insurance to ensure the safety and security of the exhibitor's property or property under its care or control, against any accident arising from any source including, without limiting the generality of the foregoing, namely against, fire, theft and vandalism.
2. The exhibitor is strictly prohibited from sponsoring, assigning, subletting, subdividing or sharing in any way, any part of the space by permitting its use by any other person, natural or legal (including all subsidiary or parent companies) or by any group of natural or legal persons not party to the present contract, without the prior written consent of MIAS.
3. All walls in the related product and service exhibitors exhibition area must be composed of eight foot (8 ft.) solid walls, measured vertically from the floor unless otherwise specified to the exhibitor by MIAS. Where two (2) or more exhibitors have common boundaries, the solid walls must be installed in such a manner as to touch and meet the wall erected by neighbouring exhibitors in the adjacent exhibit space. The back, sides and tops of the solid walls must be finished to present a neat appearance when viewed from all angles in accordance with the criteria established by MIAS. Drapes will not be supplied by the MIAS.
4. Floors in the related product and service exhibition areas of each exhibitor, must be completely covered by carpet. Where two (2) or more exhibitors have common boundaries, the carpet must be installed in such manner as to touch and meet the carpet laid by neighbouring exhibitors in the adjacent exhibit space. The carpet must be installed by using double-faced adhesive tape in such a way that no tape is showing and in a manner that does not present a hazard to the public or to the other exhibitors. The carpet must be installed in a manner that does not damage or deface the floor of the exhibition area. Floor coverings other than carpet are strictly prohibited for use by the exhibitor without prior written approval by MIAS.
5. The number of vehicles displayed in each exhibit area may not exceed one (1) vehicle for every 300 sq.ft. of floor space.
6. The exhibitor's entire proposed display plans are subject to the written approval of MIAS, prior to the commencement of construction. One (1) complete set (8½" x 11") of the two (2) exhibit design plans is required: 1. floor plan; and 2. elevation plan.
7. All contest, promotions or draws must be conducted in accordance with the regulations of the *Régie des alcools, des courses et des jeux du Québec*. Details concerning these games must be submitted, in writing with copies of appropriate approvals, to MIAS at least ninety (90) working days prior to the rental period.
8. Presentations or demonstrations of products and services are encouraged by the MIAS and must be directly related to the automobile. However, sound levels must be maintained at a level acceptable (i.e. 85 decibels) to the public, other exhibitors and MIAS. The MIAS reserves the right to take necessary measures if the sound level, content or duration of the presentations are unacceptable.
9. Alcoholic beverages are not permitted within the exhibit space and shall not be transported or consumed by exhibit personnel in the exhibition area.
10. Storage of empty cases, information pamphlets, crates and packing materials are strictly forbidden in the exhibition area by the Montreal Fire Security Service. The MIAS will make the necessary arrangements to have the materials removed and the exhibitor will be billed the cost price for the handling of such materials.
11. Free Services: Ten (10) "Exhibitor" badges", overnight vacuum cleaning, privilege of leaving press kits in the Auto Show's Press Center, storage area for your information pamphlets and delivery of your information pamphlets to your exhibit area. *Anyone needing access to your booth from move in date must have an exhibitor badges, otherwise this person will be refused access to the Palais des congrès.
12. The exhibitor must respect all terms of payment indicated on the signed "Space Rental Contract". The exhibitor will be restricted from entering the exhibition site unless all payments have been made in full to the MIAS prior to their allotted move in time.